



August 9, 2010

Dear Alsons Customer,

At Alsons Corporation, we are committed to delivering the ultimate showering experience by providing innovative products that the consumer desires. As always, we value our partnership with you and will continue to deliver products and services to help you succeed.

This letter is to inform you that due to increased raw material costs, Alsons Corporation will be implementing a price increase effective October 15, 2010. The overall weighted average of the increase is 4.8%.

Enclosed in this mailing:

- A four-page Price List with prices effective 10/15/10; an electronic file is available upon request from your sales representative or contacting Alsons Customer Service
- A listing of discontinued items noting final availability dates – in most cases, products will be available through December 2010.
- A listing of new products that will be available in the fourth quarter 2010, including availability dates

In addition, our new 2011 Q2 Selling Guide, will be sent to you by mid-November.

As you can see on the listing of new products, Alsons is introducing several exciting new products including the new 6464 Series 4-spray In2ition®; the 456 Series Palm® Shower which is conveniently held in the palm of the hand; and an adjustable spray, 667 Series 6-jet shower head with metal construction.

Also shown on the New Product List is the **6469 Series 5-spray In2ition**, which was introduced at the 2010 KBIS and started shipping in June 2010. This newest In2ition has enjoyed quite a successful launch over the last two months. The Chrome and Brilliance® Satin Nickel units are fully plated on both the hand shower and shower head, and are available with a 60" stainless steel stretchable hose (extends to 82"). The unit also is available in the decorative Oil-Rubbed Bronze finish.

Alsons thanks you for your continued support, and we look forward to providing you with more innovative products and programs in the years to come.

Should you have questions or desire electronic Price List files, please contact your Alsons Sales Manager or our Customer Service Department at 800-421-0001 or [info@alsons.com](mailto:info@alsons.com).

Sincerely,

A handwritten signature in black ink, appearing to read "John Davies Jr.", written in a cursive style.

John Davies

Vice President of Sales